

Trade Notes...

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USDA Grants Assistance to Three Groups Under Trade Adjustment Assistance

In October, FAS announced that producers of wild blueberries in Maine, and salmon fishermen in Washington and Alaska, were eligible to apply for benefits under the TAA program (Trade Adjustment Assistance for Farmers). Under the TAA program, USDA provides technical assistance and cash benefits to producers if an increase in imports of a like commodity has contributed importantly to a decline in price and a loss of income. After receiving petitions from the Wild Blueberry Commission in Maine, Puget Sound Salmon Commission in Washington, and United Fishermen of Alaska, FAS determined that imports contributed importantly to a decline in the domestic price of these products in the respective states. After producers submit completed applications, technical assistance and training will begin as soon as possible. Financial payments will not be made until after applications are certified. For further information about the TAA program, contact Jean-Louis Pajot, Coordinator, Trade Adjustment Assistance for Farmers, FAS, USDA. Tel.: (202) 720-2916, E-mail: trade.assistance@fas.usda.gov

ATO Shanghai Launches First Western China Wal-Mart American Food Festival

In October, the Wal-Mart American food promotion opened concurrently at two supercenters in Kunming, the capital of Yunnan province in China. The Washington State Agricultural Trade Association, Alaska Seafood Marketing Institute, U.S. Meat Export Federation, Almond Board of California, U.S. Potato Board, California Pistachio Commission and many U.S. food distributors participated in the promotion. A total of 155 U.S. food products, including 44 new-to-market items, were featured. Internationally famous pastry chef Eric Perez led a hands-on baking seminar featuring recipes using dried fruits and nuts. Initial reports from the promotion indicate brisk sales of pistachios, almonds, V8 vegetable juice, Post cereals, Kraft Miracle Whip, bakery products, Lamb-Weston frozen potato fries, Washington apples, prunes and table grapes.

\$11 Million Projected in 12-month Sales at ABASTUR 2003

In October, FAS sponsored a USA Pavilion at ABASTUR, the largest hotel and restaurant trade event in Mexico. In the USA Pavilion, 38 exhibitors reported 1,024 serious business contacts, \$201,900 in onsite sales and \$11.2 million in projected 12-month sales. Products that generated the most interest were poultry, honey, fully cooked bacon, deli meats, yogurt, cottage cheese, wines, dried fruits, cheesecake, brownies, potato fries and frozen soup products.

World Food Moscow Results in \$1.9 Million in Sales

In September, 26 U.S. companies exhibited in the USA Pavilion at Russia's World Food Moscow. Exhibitors reported that they expect sales of \$1.9 million worth of processed foods over the next year as a result of the show. Forty-nine products were introduced and tested in the Russian market. Russian importers and distributors got to sample nuts, dried fruits, almonds, wines, pears, apples, cocoa, vegetables, seafood, meat products and other items.